

LEX CREATIVE

**Professional branding solutions for
entrepreneurs who've outgrown DIY.**

Email: info@lexcreativestudios.com

 [Inquire Today](#)

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Welcome to the studio

Based in Mississippi, Lex Creative Studios serves entrepreneurs worldwide.

We work with women building real businesses—often with small teams, full calendars, and big goals—who've outgrown the DIY season and are ready for a brand that matches their revenue.

Our work is clean, editorial, and strategic, built to help you show up with credibility, attract stronger-fit clients, and feel confident sending anyone to your site.

As remote designers and artists, we have a unique approach towards creativity that is often a result of our different cultures, locations, and backgrounds. Some of our values are laid-back luxury, warmth, and simplicity. And when it comes to design, marketing, and websites, we sweat the details, so you don't have to.





Hi, I'm Alexis

I'm Alexis, and I help women leaders, professionals, and entrepreneurs build personal brands that leverage their essence, not just their expertise.

By God's grace, I was able to sustain a decade-long career as an agency-repped professional makeup artist in the highly competitive beauty & fashion industry, working with brands like Vogue, Harper's Bazaar, Warby Parker, Zac Posen, Donna Karen, Neiman Marcus, GAP, and Amika Beauty, to name just a few. I also worked as a beauty blogger and lifestyle content creator within my first personal brand, Alexis Loves, securing sponsorships with Chanel Cosmetics, Tom Ford, a few Christian subscription services - including Faithbox, and Cultivate What Matters by Lara Casey.

After retiring from the beauty industry in 2017, I founded Lex Creative Studios. In my work today, I get to come alongside founders and women in leadership roles, serving as a true brand partner.

For the past 15 years, my mediums have evolved, but the heart of my work remains unchanged. Whether through makeup, branding, photography, or design, I help women experience epic transformations that empower them to fully embrace who they are. Because when women in business show up authentically whole and strategically positioned, they don't just make an impact—they create unshakable legacies.

-Alexis Campbell

What Our Clients Have To Say



"My husband is particularly hard to please when it comes to something he's invested money in."

But, when we got the very first looks from Alexis, his response was, "It's perfect." That's NEVER happened before, and probably won't again! She's THAT good!

If you're looking for someone who can take your vision and make it a reality (even if you aren't sure what that might look like), Lex Creative is the branding agency for you! They simplify the process, and all of their work is amazing. The only con is that it's so hard to choose between the options they provide because they're all so great!

AMANDA WARFIELD, AUTHOR, CONTENT STRATEGIST, & COPYWRITER

Choose your *best* path forward.

Because you have enough decisions to make day to day, this guide is intentionally simple.

Here's a quick overview of the three ways we can partner with you. If, during your Discovery Call, we realize a different package fits you better than what you selected—no worries. We'll adjust accordingly.

1) The Website Refresh Sprint

Choose this if your strategy is already clear and you need premium execution—fast, focused, and clean.

Best for: entrepreneurs who have an “okay for now” brand, but their website is outdated, unclear, or costing them conversion

2) Brand + Website Signature Build (Our Flagship Offer)

Choose this if your business has outgrown DIY and you need the full upgrade: positioning, visual identity, and a website that finally matches your revenue.

Best for: entrepreneurs ready to look established, attract better clients, and show up with confidence.

3) Studio Support Retainer (Ongoing Support)

Choose this if you want a long-term creative partner who already knows your brand—so you can move quickly without constantly onboarding new contractors.

Best for: launches, content, campaigns, and consistent brand updates.

THE DETAILS

Our Current Packages

The next few pages share more about our current offerings and service packages.

PACKAGE 01

The Website Sprint *or* Brand Identity Refresh



Premium brand identity or website design, built fast, with focus.

INVESTMENT

\$4k - \$6k

TIMELINE

4 Weeks

You already know what you do, who you serve, and what you're building. Now you need your brand identity or website to look, feel, and function like the caliber of work you deliver.

We take what's already clear and translate it into a cohesive visual identity or a premium website that positions you with confidence.

WEBSITE SPRINT REQUIREMENTS

To keep your sprint fast and on schedule, two inputs are required before we begin:

- **Brand photos/head shots are required.**
 - Your website will be designed around your visuals. If you don't have current, professional brand photos, we'll reschedule your start date, or shift you into the Brand + Website Signature Build, where photography planning is built into the process.
- **We provide website copy foundations—then you refine.**

To prevent delays, we'll draft your core website copy. This gives us a strong foundation to design from without waiting on you for every word. You're responsible for reviewing, refining, and finalizing the copy so it's accurate, on-brand, and ready for launch.

WHAT YOU GET

BRAND IDENTITY DESIGN

- Comprehensive brand identity system, including:
 - Brand mark/logo, color palette, typography system
- Supporting graphic elements (as needed)
- Brand Style Guide document

POST-DELIVERY SUPPORT (BOTH)

- 30 days of post-delivery support
- All final design files delivered in web-ready formats

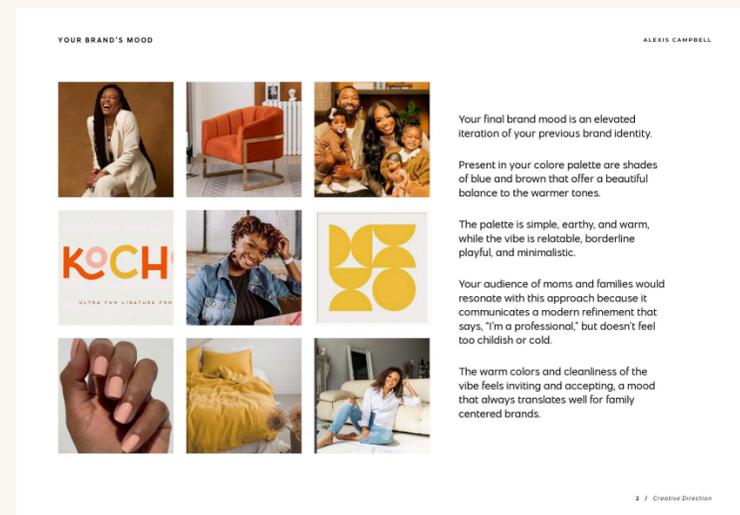
OR

WEBSITE DESIGN & DEVELOPMENT

- Custom website (4–6 pages)
- SEO-optimized structure and build
- Lead capture integration
- Copy foundation + refinement access (you refine voice/polish during your support period)
- Website training + launch support

PACKAGE 02

Brand + Website Signature Build



A comprehensive brand + website transformation for entrepreneurs whose business outgrew their DIY brand.

Legacy by Design isn't another "rebrand" that simply makes your online presence look nicer. It's a strategic branding and positioning experience designed to translate your established expertise into intentional visibility.

The goal isn't attention for attention's sake, it's to make sure your leadership is unmistakable, your authority is clearly communicated, and you're positioned for the opportunities that match where you're going.

INVESTMENT

\$10k - \$12k

TIMELINE

10-12 Weeks

WHAT YOU GET

BRAND DISCOVERY

- Brand Discovery Workshop (90 min)
- Creative Direction Guide
- Photography Art Direction + Photoshoot Production (photographer research, shot list, styling direction, briefing doc)

BRAND IDENTITY SYSTEM

- Brand identity system (brand mark/logo, color palette, typography, supporting design elements, as needed)

POST-DELIVERY SUPPORT

- All design files delivered
- Brand Style Guide PDF
- Brand Messaging Manual PDF
- Website training video
- 30 days post-delivery support (email + one 30-minute check-in call)
- Invitation to the Studio Support Retainer (optional)

WEBSITE DESIGN & DIGITAL PRESENCE DEVELOPMENT

- New website (4–6 pages) on the ShowIt or Framer platform
- Custom design + Search Engine Optimization
- Full website copywriting
- Website integrations (like calendar scheduling, lead capture forms, etc.)
- Social media template suite (6-8 designs), Canva ready
- (2) Custom banner designs - social media platforms like LinkedIn, Facebook, etc., with strategic headline + about section support

PACKAGE 03

Studio Support Retainer



Ongoing design + messaging support —for clients who want consistency and momentum.

After a major brand or website project, most leaders don't need another rebuild.

They need a partner who can keep things moving—without the friction of onboarding someone new every time.

The Creative Retainer is for Legacy by Design clients who want ongoing support for launches, content, campaigns, and brand consistency—without hiring in-house.

INVESTMENT

\$2,500/mo.

MINIMUM COMMITMENT

3 Months

WHAT YOU GET

QUARTERLY STRATEGY & DIRECT ACCESS

- Quarterly planning call (60 minutes)
- Quarterly roadmap (priorities, launches, and deliverables for the next 90 days)
- Project management board
- Direct communication with Alexis (no account managers, no hand-offs)
- No learning curve—we already know your brand deeply

UNLIMITED REQUESTS

- One active request at a time
- Submit as many design and messaging requests as you need.
- Most clients average 6–8 requests per month depending on complexity.
- 3–5 business days per request (depending on complexity)
- 2 rounds of revisions per request
- Rush requests available when needed

BRAND APPLICATION

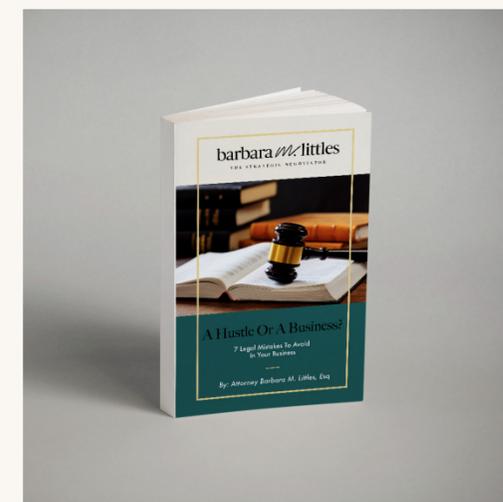
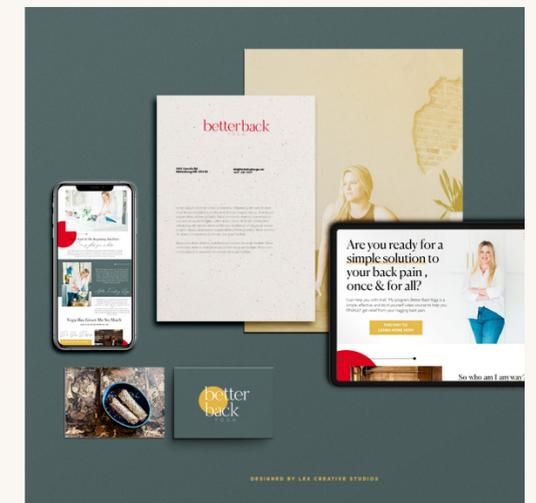
Add-Ons

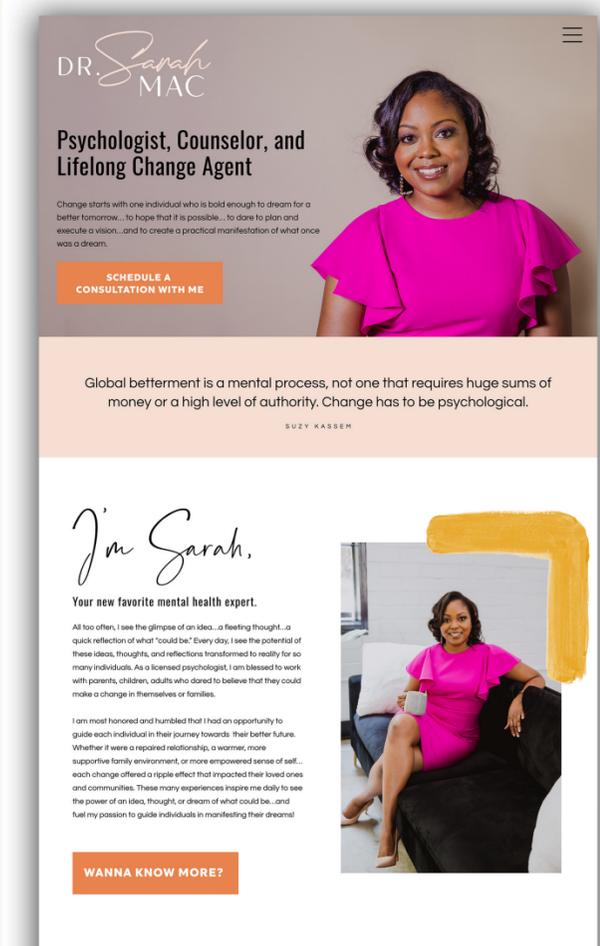
There are some additional things we can help you with - called brand applications that you may need, according to your goals.

Brand applications are graphically designed collateral pieces where we apply your new brand identity. They are designed to help you market your business more effectively and confidently, or increase your industry leadership visibility.

- **Business Card Design** - \$400 (printing not included, but we can suggest printers)
- **Speaker Topic PDF Sheet** - \$ 950
- **Comprehensive Media Kit** (up to 3 pages) - \$1,200
- **Podcast Cover Art** - \$550
- **Product Packaging Design** - Starting at \$1,500
- **Press Kit PDF Design** - \$1,050
- **Podcast Guest Materials Kit** - \$1,200
- **Social Media Ads** - Starting at \$850
- **Branded Slide Deck Template** - \$1,250
- **Blog Migration** - \$1,500
- **2 Email Newsletter Header Designs** - \$900
- **Product Insert or Promotional Flyer** - \$800
- **Website Refresh Sprint** — add-on Brand Mini-Identity (\$1,200)
- **Alexis on site for Brand Photoshoot Session** - \$2,500 + travel fees and expenses

Anything that can be designed we can do, so if it's not on the list, please don't hesitate to ask.





MINI CASE STUDY

Dr. Sarah Mac Brand + Web Signature Experience

Dr. Sarah Mac

Dr. Sarah McMurtry, or “Dr. Sarah Mac”, as she’s affectionately called, hired me initially to rebrand her psychology firm, Perspectives Psychological Resources.

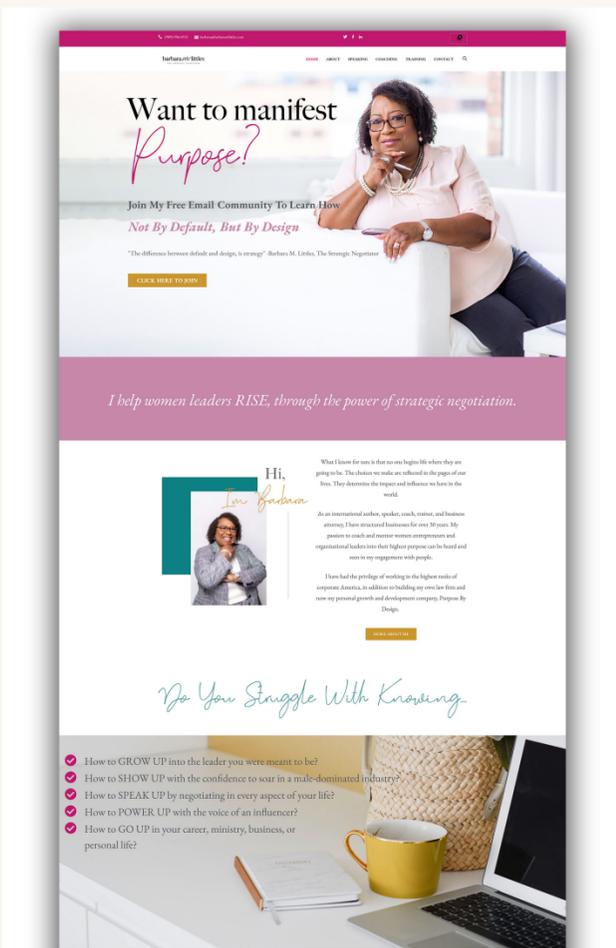
The practice has 2 locations in Atlanta, GA, and had been successfully serving clients for almost 10 years when we began our project. However, with time, the company grew, expanded, and evolved, and needed an up to date brand and website to reflect its growth. The project went SO well, Sarah hired us again to develop her personal brand, Dr. Sarah Mac.

We went with bold but soft colors for Sarah’s personal brand. Something of stark difference to her psychology practice’s branding! She wanted a space to be herself and be positioned for more opportunities to speak, write, and mentor the youth. She also wanted to diversify her income streams, so that she could step away from being in the firm’s day-to-day operations.

We partnered with Atlanta photographer, Kelley Raye to capture her images. We rounded out the project with a warm, friendly, and FUN website, that showcased Sarah’s personality AND professionalism!

THE RESULTS:

Booked 3 speaking engagements before officially launching her personal brand, experienced the highest quarterly bookings to date for her firm, and added 2 new team members to her company - freeing her up to do more philanthropic and entrepreneurial work.



MINI CASE STUDY

Barbara M. Littles, Esq. **Brand + Web Signature Experience**

Barbara M. Littles, Esq.

Barbara is an international author, speaker, coach, and trainer. She has over 30 years of legal expertise as a litigator, with decades of experience in helping women structure their businesses. who has structured businesses through coaching and mentorship. Her passion is to help other women, particularly in male-dominated professions to structure, build, and lead their lives as the best version of themselves in their businesses, careers, ministries, and families.

Our goal for her rebrand was to soften up Barbara’s overall aesthetic. Considered to be one of the major players in the speaking & coaching industries, Barbara had adapted to the culture of looking super “professional.” She was polished and pristine, but hiding her brand’s true personality, which was magnetic and quite infectious!

In the end, we managed to keep her authoritative positioning, while STILL crafting a brand design that felt like her and that would attract more of her preferred female, high-ticket clientele.

THE RESULTS:

50% increase in website traffic and successfully sold out a new coaching program. Barbara also launched a new podcast, supplementing her already established expertise with a platform to secure her spot as a true thought leader in her industry.

“I was doing business but knew that proper branding could take my business to another level.

The type of person that I wanted to work with would expect to see a more competitive brand.

Since working with Alexis my brand is primed to be the leader in my space. It is clear what my business is, who I am, and whom I serve. This level of clarity in my brand and elevation in my designs have positioned me to attract more of my ideal clients!”

BARBARA M. LITTLES, ESQ., ATTORNEY, AUTHOR, COACH, AND SPEAKER

The Difference Between the Packages

The Website Sprint & Brand Identity Refresh *is for execution.*

You have clarity on what you do and who you serve, you just need premium design execution. You want speed, focus, and momentum.

WHO IT'S FOR:

This is the best fit if you have:

- Clear positioning and messaging already
- Photos already done (or scheduled)
- A strong foundation, and you simply need premium design

Brand + Website Signature Build *is for transformation.*

Your business has outgrown your brand. You need the full upgrade—positioning clarity, a cohesive identity, and a website that matches your revenue and attracts stronger-fit clients.

WHO IT'S FOR:

This is the best fit if you have:

- A real offer with real traction
- A brand/website that feels outdated, unclear, or “DIY”
- A desire to look as established as you actually are

HELPFUL TIP:

If you're saying, “My website is embarrassing,” or “My brand doesn't match my pricing,” start with the Signature Build. If you're already well positioned as an industry leader and simply need a premium refresh, the Sprint is best for you.

FAQs

Do you offer “just a logo”?

We do not offer just a logo, however we do offer a Brand Identity Refresh. We've found that this serves our clients better in the long run, compared to having just a logo.

How far out do you book?

Our availability changes throughout the year, however, it's not uncommon for us to book out 3-4 months in advance. The best way to reserve your start date is to submit an inquiry form.

Do you offer copywriting?

We provide structured copy support as part of your web experience, so your site is positioned clearly and built to convert. Full standalone copy projects are not included.

What platforms do you design on?

The Design Intensive and Legacy by Design websites are built on ShowIt or Framer depending on what best fits your needs.

Do you offer payment plans?

Yes. Payment structures are available and outlined in your proposal. The average project is broken into 2-4 payment plans, with the first payment due upon booking to retain your project on our calendar.

When would the Creative Retainer begin?

After your post-delivery support period ends, if you'd like ongoing support.

Ready to move forward?

If you've been waiting for your brand to match the level of your work, this is your invitation.

Step 01: Inquire to start your project.

Click the button below to fill out an inquiry form to get started. If it looks like we'd be a good fit to partner together, I'll send you the link to schedule our 30-minute Discovery Call.

Step 02: Attend the Discovery Call.

We'll meet virtually to discuss your business, vision, and brand goals. By the end of the call, we'll figure out whether or not working together is the next best step in your brand journey.

Step 03: Submit your proposal.

You'll select a package from your prepared proposal, and from there, we are officially booked for your project!

[SUBMIT YOUR INQUIRY](#)

